

A decorative graphic on the left side of the slide features several thin, dark lines representing grass blades. A solid red arrow points to the right, overlapping the bottom of the grass lines.

Dragonfly Aerial Company

Guide to Summer Camps

When & How Do I Start To Plan?

We set our dates for camps in January when I set the general schedule for the year.

We pull the school district calendars and work around them as well as previous VBS calendars.



We watch camp guides and moms' blogs to try to pick windows that are not conflicting with large camp organizations (New Life/YMCA/ Invention Camp)

We reserve our coaches in February/March

We plan my advertising campaign with teasers in February before the other camps start advertising- Get those \$'s first.

When & How Do I Advertise?

We start receiving advertising for Villa Sport in February & Invention Camp in December (December is too early, they will forget)

We do a teaser sale for Valentines Day gifts “Early Bird Discount”



Our main push for camp registrations is March/April

We have a website page dedicated to camps.

We enroll in online Mom's blogs, Colorado Kids, Facebook Ads, Peach Jar, Instagram ads, radio trades etc...

We price a 4-day, M-R, 9-1 camp at \$250. Discounts run \$25 for early bird and I offer multiple week discounts.

What works best for your gym may vary by demographic so keep connecting via FB group and share tips!

Now Is The Time To PUSH!

We start receiving advertising for our local Villa Sport athletic club in February & Invention Camp in December (We feel December is too early, they might forget)

We do a teaser sale for Valentines Day gifts “Early Bird Discount”

Our main push for camp registrations is March/April

We have a website page dedicated to camps

We enroll in online Mom’s blogs, Colorado Kids, Facebook Ads, Peach Jar, Instagram ads, radio trades, posters at schools etc...

We price a 4-day, M-R, 9-1 camp at \$250. Discounts run \$25 for early bird and I offer multiple week discounts

What works best for your gym may vary by demographic so keep connecting via FB group and share tips on pricing!

Camps are a great way to generate more revenue and increase your student base by introducing aerial to your current client base, (who will tell friends) and for promoting locally at schools and churches. Try to get a listing in your local parent's magazine, many of them have special camp issues! We strongly suggest purchasing an aerial rope, 2 hoops and/or one or two trapeze as well as rigging at least one hammock for camps. The more diversity you have in your camp apparatus the better. *However*, we can build your camp with solely fabric (rigged two tail and as a hammock) and/or hoop (which we can rig a hoop 3 different ways for content diversity). So as we always say, let the program build itself and purchase more apparatus as your revenue increases! One camper's revenue could pay for a hoop.

It is important to remember that **we are offering a guideline or a sample structure** for camps that must be adjusted to your clientele. If your average student age is 11 then you may have a bit of a different structure than if the average student base is 15. If your students are all beginner's then you may have to adjust the pace of the curriculum accordingly than if you have existing students enrolling. The same if you have some students that are naturally strong and quick and others that may need a bit more time. This is why we are offering an outline or suggested structure for camps but stressing that this is not a black and white curriculum.

We suggest running aerial camps with **no more than 6 people up in the air at one time** and always provide an assistant or two, for your coach, to account for the diversity of student progression and ages within the camp. Group like ages together. If you have 3 nine-year old kiddos and a 15-year old teen register for June 3rd, then call and see if you can transfer the teen to a later camp with more students in her demographic

Now Let's Get Ready! –Prepare!

- 1) A camp t-shirt
- 2) A camp bag
- 3) A 3 ring binder with: Articles, Green Level Progression Sheets & Blank Paper for Notes

We run our camps, at home base, from 9am -1pm, Monday - Thursday. Some weeks we may offer an open gym for an additional fee (\$25), which allows the kiddos to stay until 3pm (school hours) which is helpful to parents. We charge \$225 per student camp-\$250 (with add on) and we offer a discount for students enrolling in multiple camps. However, at home base, we do bring in a different specialist in every discipline each day so our fees to produce our camps are pretty high. We also cap our camps at around 10-12 students. You may price what works best for your gym.

For our camps at home base, we offer a "Circus" curriculum. Not just fabric. We suggest you consider doing the same as it really makes the camp stand out as different and special from normal aerial fabric classes. We have all of the curriculum you need in our 7 programs to do this! We send out an email the night before highlighting what we will be learning and the general schedule of the day with any special notes on what to wear and reminders to bring water, lunch and snacks.

Sample Camp Schedule- Day 1

9:00-9:15 - Welcome (T-shirts & Binders) & Warm up games (Duck Duck Animal or Relays)

9:15-10:00- Beginning Movement- warm-up & ballet (Port de bras & Foot & leg technique)

10:00-10:15- Snack/Water Break

10:15-11:00- Green Lesson 1 Fabric

11:00-11:30- Snack/Water Break-Performance Video with Joseph Pinzon's Red Silk & Handout on "*History of Circus*" & "*Barnum*"

11:30-12:15- Green Lesson 1/2 Fabric continued (Introduce Hammock or knot)

12:15-12:45- Lunch (You can play part 1 of a video during this time as well, ie: Dumbo or Greatest Showman, depending on age.)

12:30-1:00- Playtime (Students can work through curriculum or explore)

***If students appear tired or frustrated, switch things up. Throw in a floor relay or game. It will be a long week if they are puttering out on the first day!**

Day 2

9:00-9:15 - Warm up games (AYCO Games Guide)

9:15-10:00- Beginning Movement- warm-up & ballet (Port de bras & Foot & leg technique.) Introduce some acro (cartwheels, handstands, back walkovers) Use mats for parkour style course.

10:00-10:15- Snack/Water Break

10:15-11:00- Green Lesson 2/3 Fabric (Wherever your fabric flow is: continue through L1)

11:00-11:30- Snack/Water Break - Performance Video- Elena Gatilova Hoop & Hand out on *Terminology*

11:30-12:15- Introduction to Aerial Hoop- Green Level Skills

12:15-12:45- Lunch (You can play part 2 of a video during this time as well, ie: Dumbo or Greatest Showman, depending on age.)

12:30-1:00- Playtime (Students can work through curriculum or explore Fabric/Sling & Hoop)

Day 3

9:00-9:15 - Warm up games (Choose from Guide)

9:15-10:00- Beginning Movement- warm-up & ballet (Port de bras & Foot & leg technic) acro (cartwheels, handstands, back walkovers)
Use mats for parkour style course. 10:00-10:15- Snack/Water Break

10:15-11:00- Green Lesson 2/3/4 Fabric (Wherever your fabric flow is: continue through L1)

11:00-11:30- Snack/Water Break - Performance Video- Quidam Hoop Trio & Hand out on *Rigging- Pack Your Own Parachute*

11:30-12:15- Your choice based on inventory of apparatus:
Introduction to Trapeze or Rope or Tippy Hoop or explore partnering on conventional Hoop as displayed in the break time video with Quidam- Green Level Skill curriculum (For Rope use Single Pole Fabric Skills)

12:15-12:45- Lunch (You can play part 3 of a video during this time as well, ie: Dumbo or Greatest Showman, depending on age.)

12:30-1:00- Playtime (Students can work through curriculum or explore multiple apparatus stations)

Day 4 -Wrap It Up & Get Them Back

9:00-9:15 - Warm up games (Choose from Guide)

9:15-10:00- Beginning Movement- Choreograph a sequence using new ballet/acro movement skills learned on floor. Watch for Feet and shoulder placement. Assign an animal or an emotion to the sequence and have students perform it stylized and transitioning into their favorite apparatus. Perhaps have them work in pairs or trios. Maybe even introduce using props!

10:00-10:15- Snack/Water Break

10:15-11:00- Level Appropriate Green Lesson Fabric
(Wherever your fabric flow is: continue through L1)

11:00-11:30- Snack/Water Break - Performance Video- _____ & Hand out _____

11:30-12:15- Your choice based on inventory of apparatus: Introduction to Trapeze or Rope or Tippy Hoop, explore partnering. Encourage exploration!

12:15-12:45- Lunch (You can play part 4 of a video during this time as well, ie: Dumbo or Greatest Showman, depending on age.)

12:30-1:00- Apparatus Playtime- send students home with return coupon